

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant: Scott Fergusson et al. Examiner: Linda Krisciunas

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For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY  
OF A MARKETING PROJECT

**AMENDMENT**

Mail Stop Amendment  
Assistant Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATE OF ELECTRONIC TRANSMISSION**

I hereby certify that this paper is being electronically transmitted to the  
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\_\_\_\_\_  
Lynn Thompson                      August 15, 2006  
Date

This Response is being filed in response to the Official Action of the Examiner mailed  
May 15, 2006, setting a three-month shortened statutory period for response ending August 15,  
2006.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 12 of this paper.